

MULTIMEDIA



UNIVERSITY

STUDENT IDENTIFICATION NO

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# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

TRIMESTER 1 2017/2018

### BSS1024 UNIVERSITY LEARNING TECHNIQUES

( All Sections / Groups )

12 OCTOBER 2017  
2:30 p.m. – 4:30 p.m.  
(2 Hours)

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#### INSTRUCTIONS TO STUDENTS

1. This Question Paper consists of **TWO (2)** parts and 7 pages (including the cover page).
2. Attempt **ALL** questions.
3. Answer **PART A** on the multiple choice answer sheet.
4. Print your answers to **PART B** in the Answer Booklet provided.

**PART A: MULTIPLE CHOICE (30 marks)**

Part A is to be answered on the multiple-choice answer sheet that will be distributed by the invigilators. Read each of the items below carefully and then indicate the most appropriate response.

1. Which of the following is NOT a component of the SQ3R reading/study system?
  - a. Survey
  - b. Recite
  - c. Review
  - d. Quiet
  
2. Whenever you are dealing with an urgent task that is not important, according to the urgent-important matrix, you should \_\_\_\_\_.
  - a. delegate the task to someone else.
  - b. divide the task into several sub-tasks and complete them one at a time.
  - c. do it now.
  - d. do it after completing the important task.
  
3. Working on a task because it makes you feel good simply to learn or accomplish something (even when you don't have to) can be described as \_\_\_\_\_.
  - a. self-efficacy
  - b. goal oriented motivation
  - c. intrinsic motivation
  - d. extrinsic motivation
  
4. Which of the following is a sensory organ?
  - a. Fingertip
  - b. Tongue
  - c. Eye
  - d. All of the above

**Continued...**

5. Justztyne is a personal trainer in a large fitness centre. She is trying to calculate the body mass index (BMI) of her client in the Strength and Conditioning Program she manages. She uses an established methodology for measuring height, weight and the amount of fatty tissue on the waist and hips. She applies a mathematical formula which tells her the client's BMI. What type of knowledge is Justztyne using?
- Explicit knowledge
  - Procedural knowledge
  - Tacit knowledge
  - Implicit knowledge
6. Juvie is the guitarist in a highly successful rock 'n roll band. During band rehearsal, he tells Max, his band leader, "My guitar solo on that new song we have been practicing is too slow and doesn't match the tempo of the song. I also think it's too long and the audience may lose interest. I just don't think it is very good." Juvie is using a type of thinking called \_\_\_\_\_.
- a priori* knowledge
  - paraphrasing
  - evaluation
  - encoding
7. Making an outline would be appropriate for all the following situations *except* \_\_\_\_\_.
- organizing information about the steps to follow in treating head injuries
  - writing an evaluation of an essay about public education reform
  - reading and memorizing basic definitions on a vocabulary list
  - sorting information about types of plants in a botany textbook
8. Nevo is reading about Kolb's Theory of Experiential Learning. After he finishes the chapter, he stays at his work-desk and thinks about one time when his sister used a converging thinking style to first think about problem solution and then actively experiment how to implement it. Nevo is using a cognitive skill known as \_\_\_\_\_.
- knowledge
  - comprehension
  - application
  - analysis

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9. Mae has just finished marking important content in the first chapter of her business management textbook, using a red highlighter pen. In doing so, she was careful to do the following things. Which one was a mistake?
- a. She has highlighted the right amount of information, choosing to avoid content that does not seem relevant or useful.
  - b. She read each of the sections of the chapter first, before going back to colour the most important content with her highlighter pen.
  - c. Midway through the chapter, she decided to switch to underlining key concepts with a pencil, to make it more interesting.
  - d. Not wanting to spoil the re-sale value of her textbook, she photocopied the chapter first and then carried out the highlighting activity with the photocopy.
10. Some group members did not do any work at all on the assignment and yet managed to get points from the group work. During early stages of the assignment, they used excuses for not completing their assigned contribution and, when these became unsuccessful, they resorted to making threats (for example, to leave the group). This description describes which of the following group problems?
- a. Poor communication
  - b. Poor time management
  - c. Poor leadership
  - d. Parasite problem
11. The best way to predict the questions on an upcoming examination is to \_\_\_\_\_.
- a. underline and memorize the main headings in your textbook.
  - b. pay attention to the topics that your lecturer seems to find most exciting or interesting in class.
  - c. as you go through your notes or assigned textbook readings, think of questions and write them in the margin. Go back later and find the answers.
  - d. obtain copies of previous examination papers from the library or from senior students.
12. Studies have shown that students who sit \_\_\_\_\_ are more likely to be able to concentrate and remember lecture content, and therefore tend to do better on the final examination and tests.
- a. in the middle seats of the first or second row of the classroom.
  - b. at the back of the room
  - c. with friends
  - d. at home, learning about the lecture topics from YouTube

**Continued...**

13. "I am trying to concentrate on studying for my Psychology midterm," said Clark. "I start getting into a chapter and it goes smoothly at first. But then, after some time, everything I read reminds me of the girl I met last night. I just feel like setting my textbook and class notes aside and spending all my time texting her on Facebook or writing lyrics for a song about her." Educational experts would say that Clark is having difficulty \_\_\_\_\_.
- focusing on a task
  - limiting his focus
  - sustaining his focus
  - with procrastination
14. In order to remember the following steps in sending a letter, Annamarie uses the following statement as a memory aid: (1) Address the envelope; (2) Obtain the correct postage; (3) Neatly fold the letter; (4) Insert the letter in the envelope; and (5) Send the envelope by depositing it in the postal box. The letters add up to spell "Adonis", the name of one of her favourite friends. Annamarie's memory aid is an example of which memory enhancement technique?
- Consolidation
  - Method of loci
  - Acrostic
  - Acronym
15. The ability to understand the emotions, needs and concerns of other people, to recognize emotional cues and to pick up on the power dynamics in a group or organization is known as \_\_\_\_\_.
- self-awareness
  - self-efficacy
  - social awareness
  - relationship management

(TWO MARKS EACH FOR TOTAL 30 MARKS)

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**PART B : SKILLS APPLICATION (70 marks)**

1. Draw a mind-map about Howard Gardner's Theory of Multiple Intelligence. (35 MARKS)
2. Rose most strongly prefers the auditory learning style. If you were designing a study plan to assist her preparations for one of her final exams, list THREE (3) activities you would include. (9 MARKS)
3. Describe how to use the Cornell Method for studying lecture notes. (6 MARKS)
4. List EIGHT (8) general tips for preparing a written assignment. (8 MARKS)
5. Read the following passage from Foster, S.T. (2013) *Managing Quality: Integrating the Supply Chain* and then prepare a SUMMARY which you could use when studying this material for a final examination. Create a new title for your summary.

**Is Quality Management its Own Functional Discipline?**

A quick read of the *Wall Street Journal* in any given week will reveal job openings for quality managers and engineers. The companies that run these ads seek people who, like you, are committed to and interested in quality management. However, the roles of these departments and specialists are changing in the new century of quality.

Historically, the quality management department performed a policing function in the firm. Quality managers were responsible for quality conformance and spent their time identifying the causes of defects. However, in the late 1950s, Armand Feigenbaum and others showed the limitations of this approach. A movement began toward the total involvement of employees, spawning a concept known as Total Quality Management (TQM). By the 1980s, TQM became a term used to generally describe quality management programs in organizations.

With total involvement, the role of the quality department moved from a technical inspection role to a supportive training and coaching role. As a manager or quality specialist, you will be asked to either arrange or perform quality-related training. Thus the abilities to conduct effective training and to facilitate teams are important tools for the quality professional.

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Is quality management its own discipline? Yes and no. Consultants, quality engineers, trainers, coaches, and managers are still needed. Therefore the demand for quality specialists persists. However, because the eventual goal is to completely immerse the organization in quality thinking and commitment, the need for the specialist decreases with time. Therefore a strong knowledge of quality is best coupled with technical expertise in other areas, such as materials management, HR management, strategy, industrial engineering or a large number of other disciplines. Indeed, the eventual goal of many companies is to completely distribute the quality management function throughout the firm.

(12 MARKS)

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